Source: https://www.industrydocuments.ucsf.edu/docs/zqjn0003

PLAYERS GO PLACES

Low Tar Players.

Regular and Menthol
Kings and 100's

Kings: 12 mg "tar," 1.0 mg nicotine—100's: 14 mg "tar," 1.1 mg nicotine av. per cigarette, by FTC method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

© Philip Morris Inc. 1983

00732-00383A
Players
"Animal Sweater"
National Magazines—1983
Page 4/C Bleed—Roto

Wells, Rich, Greene, Inc.

2061191212